Digital Maturity Assessment

What is it?

A Digital Maturity Assessment.

- Helps you measure your current use of digital
- Identifies your digital strengths and areas for improvement

What are the benefits?

- You can see a snapshot of where you use digital
- You can understand how you use digital
- You can learn about areas you might want improve digitally

If you ask these questions:

- How digital is my organization?
- What is my organization doing well with digital?
- Where can we make improvements in digital?

Start with a Digital Maturity
Assessment!

What should it assess?

- It measures how your organization performs in key digital areas.
- It often looks at 8 main categories of digital use (see table below).
- You might focus on a few specific categories or add others, depending on what's important for your organization.

Key Digital Categories

60 Vision	The goals you have for the digital future of your organization
Activities and Services	How you use digital to perform activities or deliver services to your target audience
Target Audience	How you use digital to get information about your target audience (the groups of individuals that you serve), their digital expectations, preferences, and behaviours
Engagement	How you use digital channels to reach out to your target audience
Development	How you build digital activities and services to suit your target audience's needs
Technology	How you currently use technology for processes and activities, and the type of technology you use
People and Organization	How you enable your people to use digital tools and encourage new technology in your organization
Security	How you protect your digital information with clear processes that you update regularly

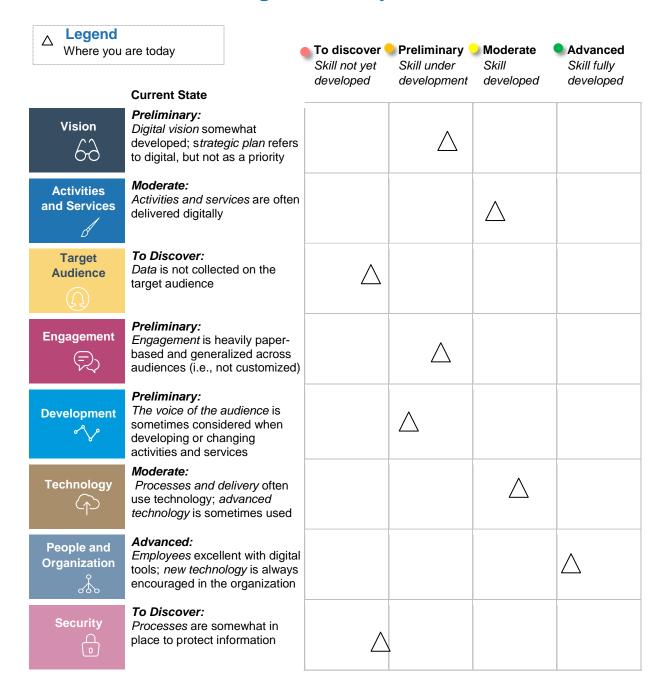
Digital Maturity Assessment: EXAMPLE

Have a look at the example assessment below. It measures a fictional organization's maturity level across 8 digital categories.

Things to think about before you read through:

- You don't need to be at an advanced level for every category! You can choose which categories you want to focus on.
- Where you focus your time and effort depends on the goals of your organization.

Digital Maturity Level



What comes next?

Once you've worked with a consultant to develop your Digital Maturity Assessment:

- You have a better idea of your organization's current state using digital.
- Take the time to consider the categories where you can do better in digital and how that will help to advance the priorities of your organization – these may be investments worth making.

or the future of digital in your organization.	t – this will help you figure out your goa